E-Mail

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To: All Divisions With Shop Rite Stores Supplied By Wakefern Food Corporation

RE: WORTH Cigarettes

Recent checks of Shop Rite Stores continue to indicate a lack of WORTH Price Advertising.

On May 5, all Divisions were sent adequate supplies of pasters, shelf strips, and pack stickers. Please ensure that all Full and Part Time Representatives with Shop Rite responsibility are placing these pieces in every store.

As previously communicated, due to off invoice allowances, WORTH has a distinct price advantage over 2nd tier brands. This advantage must be communicated for the Brand to be successful.

Listed below are WORTH advertising item numbers for reordering:

Large Paster	347338
Large Shelf Strip	347360
Folded Shelf Strip	347437
Small Pack Sticker	463722
Large Pack Sticker	463872

We need your assistance!

If you have any questions, or problems concerning WORTH in Shop Rite Stores, please call me.

Regards,
Nick
G. N. Kuruc, Jr.
Gk
M-2
cc: Applicable RSM's

51849 8389

Source: https://www.industrydocuments.ucsf.edu/docs/yxwy0000